

BEGE

25-26 NOVEMBER 2026
INTER EXPO CENTER, SOFIA



THE ANNUAL BEGE AWARDS CEREMONY GENERAL SPONSORSHIP

RESERVED

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Since 2008, the **BEGE Awards Ceremony** has recognized exceptional contributions and achievements in the gaming and entertainment industry. This prestigious event provides an unparalleled opportunity to enhance your company's influence and brand awareness.

Step into the limelight by becoming a valued sponsor of the glamorous **BEGE Awards Ceremony**!



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SPONSORSHIP BENEFITS:

- **Branded Award Crystals:** All award crystals will prominently display your company name/logo, giving you visibility at the heart of the ceremony.
- **Welcome Speech Opportunity:** A representative from your company will deliver a welcome speech during the Awards Ceremony, showcasing your brand to all attendees.
- **Digital Invitation Branding:** Your company logo will be featured on the Awards Ceremony digital invitations, ensuring your brand reaches all invitees.
- **Designated Seating:** Enjoy reserved seating for your company in a prime location at the ceremony venue.
- **Award Presentation:** A chance for your representative to present an award, gaining further exposure for your brand.
- **Exclusive Invitations:** Receive invitations for the BEGE Party.
- **VIP Seating at the Party:** Up to 10 seats will be reserved for your company and guests at the party.





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SPONSORSHIP BENEFITS:

- **Video Advertising:** A 30-second promotional video will be showcased on LCD screens at the BEGE Party venue, the ceremony venue, and at the exhibition hall entrances.
- **Online Catalogue Logo Placement:** Your company logo will appear in the official BEGE online catalogue.
- **Press Wall Logo Exposure:** Your logo will be prominently displayed on the press wall at the entrance of the ceremony venue, visible to all attendees.
- **Website Presence:** A web banner (200x90 px) will be featured on the BEGE website for a three-month period, increasing your online visibility.
- **Social Media Engagement:** Your sponsorship will be announced through BEGE's social media channels, reaching a wide audience.
- **Newsletter Recognition:** Your sponsorship will be featured in the official BEGE newsletter, including your logo in the footer alongside all sponsors.
- **Pre-Show PR Promotion:** Benefit from sponsorship announcements in the BEGE pre-show PR campaign, increasing your brand's visibility leading up to the event.
- **EEGS Conference Passes:** Receive four (4) passes for the EEGS conference, offering more networking opportunities.

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** Please ensure all artworks and promotional materials are submitted by September 30, 2026.*



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BONUS OFFERINGS:

- **PR Feature:** A PR material or interview with your company representative will be published in e-Game Spectrum magazine and shared across the magazine's social media channels, further amplifying your reach.
- **Branded Item Distribution:** Distribution of company-branded items at the party venue (items to be provided by the sponsor), allowing for personalized engagement with attendees.
- **Event Highlights:** Capture memories with photos and video footage from the event to share within your networks.

SPONSORSHIP COST: 7 500 EUR (EXCLUDING VAT)



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FOR MORE INFORMATION AND CUSTOM
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APPLICATION FORM (AGREEMENT) FOR THE ANNUAL BEGE AWARDS CEREMONY GENERAL SPONSORSHIP 2026

EXHIBITOR INFORMATION:	
Applicant (company name):	
Company Reg. №:	VAT/TAX Number:
Registered address №:	
Contact name:	
Tel:	E-mail:

***Artworks and materials** – logos and advertising materials should be provided to info@balkangamingexpo.com in .PDF, .EPS, .AI, not later than September 30, 2026.

Payment details:

On receipt of signed form BEGE Expo will issue a pro-forma invoice. The Application will not be accepted until a 100% deposit is received. All reservations with signed orders are non – cancellable and non – refundable. In the event of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited; based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

Date:.....

Stamp and Signature:.....